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IN THE CLAIMS:

Please **cancel claims 1-3, 5, 13, 15-17, 21, 22, 29-35, and 45-54** without prejudice or disclaimer; **amend claims 36, 37, 39, 40, 41, 43, and 44** as follows; and **add claims 55-58** as indicated below:

1-35. (*Cancelled*)

36. (*Currently amended*) A shopping assistance method, comprising:

using a user-portable device to [[(a)]] electronically capture (a) at the premises of two or more stores visited by a user during a shopping trip, item data about items of interest at these stores, and (b) ~~store~~ location data indicative of the ~~identity~~ locations of the stores, the item data captured in each store being associated with the ~~store~~ location data captured for that store;

subsequently using the captured item and location data to present to the user, via user apparatus, information about the shopping trip comprising information about the items of interest for which item data was captured and, for each such item, the identity of the store ~~indicated by~~ as derived by using a service system to translate the associated ~~store~~ location data into the identity of the store.

37. (*Currently amended*) A method according to claim 36, further comprising ~~selecting~~ the user using said apparatus to select one

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store or one item from the stores and items in the presented information ~~by the user using said apparatus~~, and the apparatus fetching further information concerning the user-selected store or item on the basis of at least the corresponding store data, where a store is selected, or [[of]] the corresponding item data, where an item is selected.

38. (*Cancelled*)

39. (*Currently amended*) A method according to claim [[38]] <u>36</u>, further comprising ~~resolving~~ <u>using the item data associated with location data to resolve</u> ambiguities in translating location data to a store identity ~~by using the item data associated with store data formed by a said location~~.

40. (*Currently amended*) A shopping assistance system, comprising:

a user-portable device for electronically capturing at the premises of two or more stores visited by a user during a shopping trip[[,]] item data about items of interest at these stores and ~~storing~~ <u>location</u> data indicative of the ~~identity~~ <u>locations</u> of the stores, the user-portable device being such that the item data captured in each store is associated with the ~~store~~ <u>location</u> data captured for that store;

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a data storage arrangement for storing the item data and ~~store~~ the location data captured during the shopping trip; [[and]]

a translation arrangement arranged to translate the location data into store identity data; and

a data-handling arrangement for ~~subsequently~~ presenting to the user information about the shopping trip comprising information about the items of interest for which item data was captured and the identity of the store associated with each such item[[,]] as indicated by the ~~data-handling arrangement being arranged to determine the identity of each store from the captured store~~ corresponding location data.

41. (*Currently amended*) A system according to claim **40**, wherein the data-handling arrangement comprises a selection arrangement for enabling a user to select one store or item from the stores and items in the presented information, and an information retrieval arrangement for fetching further information concerning the user-selected store or item on the basis of at least one of ~~(a)~~ at least the corresponding store data where a store is selected, ~~and (b)~~ or the corresponding item data where an item is selected.

42. (*Cancelled*)

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43. (*Currently amended*) A system according to claim [[42]] **40**, wherein the ~~data-handling~~ <u>translation</u> arrangement is ~~operative~~ <u>arranged</u> to use the item data associated with ~~store data formed by a said~~ location <u>data</u> to resolve ambiguities in translating that location <u>data</u> to [[a]] store identity <u>data</u>.

44. (*Currently amended*) A system according to claim [[42]] **40**, wherein the data-handling arrangement is operative to present said information to the user through an initial map display including the relative locations of the shops visited, information about the items of interest associated with each shop being selectively displayable from this map display.

45-54. (*Cancelled*)

55. (*New*) A shopping assistance method, comprising:

using a user-portable device to electronically capture at a store, item data about at least one item of interest at the store, and location data indicative of the location of the store, the item data captured in said store being associated with the location data captured for that store; and

using a service system to translate said location data into store identity data, with the associated item data being used to

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resolve ambiguities in translating the location data to a store identity.

56. (*New*) A shopping assistance method according to claim **55**, wherein the user-portable device is used to capture item data and location data with respect to multiple shops visited during a shopping trip, the method further comprising using the captured data to present to the user, via user apparatus, information about the shopping trip comprising information about the items of interest for which item data was captured and, for each such item, the identity of the store indicated by the corresponding location data.

57. (*New*) A shopping assistance system, comprising:

a user-portable device for electronically capturing at a store item data about at least one item of interest at the store, and location data indicative of the location of the store, the user-portable device being arranged to associate the item data captured in said store with the location data captured for that store; and

a translation arrangement arranged to translate the location data into store identity data using the associated item data to resolve ambiguities in translating the location data to a store identity.

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58. (*New*) A shopping assistance system according to claim **57**, wherein the user-portable device is arranged to capture item data and location data in respect of multiple shops visited during a shopping trip, the system further comprising a data-handling arrangement for presenting to the user information about the shopping trip comprising information about the items of interest for which item data was captured and the identity of the store associated with each such item as determined by the translation arrangement from the corresponding location data.